

MARCH 2025

RESELLER'S EDGE

MERCHANDISE EFFECTIVELY IN YOUR STORE

TIPS AND BEST PRACTICES FOR 2025

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1 TI 84 Plus Graphic Calculator
DSC# 10326 | SRP \$139.00

2 Encon Veratti 900 Safety Goggles
DSC# 155995 | SRP \$20.35

3 TI 84 Plus CE Graphic Calculator
DSC# 68221 | SRP \$149.00

4 Sony XM5 Wireless Headphones
DSC# 157277 | SRP \$399.99

5 National Computation Pad and Notebook
DSC# 44007 | SRP \$28.29

6 Roaring Spring Wirebound Notebook 3 pk
DSC# 141656 | SRP \$4.41

7 Five Star Wirebound Notebook 6 pk
DSC# 64613 | SRP \$9.09

8 Polaroid Now Gen 2 Instant Camera
DSC# 158837 | SRP \$149.99

9 UAG Metropolis SE iPad Pro 11in Case
DSC# 165117 | SRP \$69.95

10 Satechi 6.5 ft Charging Cable
DSC# 137042 | SRP \$19.99



TOP SELLERS

FACTOIDS

Merchandise planning helps avoid inventory imbalance by preventing overstocking.

Leafio

Merchandising helps retailers predict and adapt to customer demands in real-time.

RetailLoop

Bright colors in a display grab consumers' attention.

Repsly

73% of customers say good visual merchandising makes them more likely to return.

Contravision

Interactive merchandise displays increase customers' in-store shopping time.

Beyond Retail Industry

Products at eye level are **82% more likely** to be picked up and purchased.

Contravision

Successful retail merchandising leads to **higher levels of customer satisfaction** because it helps customers easily find what they want.

Indeed Editorial Team

68% of customers purchased a product or service because a sign caught their eye.

FedEx Newsroom

Using different colors in merchandising displays draws on customers' emotions.

Lightspeed

Merchandise the products people want, not what they need.

Bob Phibbs



Devices that work for you

Surface devices and accessories that make life easier

NEW Surface Laptop 7 Intel Copilot+ PC

Experience stunning visuals on the Surface PixelSense™ Flow touchscreen, featuring razor-thin bevels, a 3:2 ratio, and consumers' choice of screen size. Intel® Core™ Ultra processors supercharge this device to easily browse the web, play games, operate editing software, and more. Built-in Dolby Atmos audio ensures videos and meeting calls have crisp, high-quality audio play back. Elevate productivity with the slim chassis, stunning display, and intuitive interactions to make the most of Copilot for any occasion.

NEW Surface Pro 11 Intel Copilot+ PC

Intelligent and adaptable, the NEW Surface Pro 11 Intel Copilot+ PC meets the needs of the 21st century. The latest Intel® Core™ Ultra NPU processors boost AI capabilities to adapt to projects on-the-fly, providing real-time assistance and improving workflow speed by 50%. Windows 11 Pro operating system allows users to wirelessly pair Android or iPhone devices allowing for endless connectivity and personalization. Built-in Copilot AI lets users accomplish tasks quickly and efficiently, leaving more time for fun and personal fulfillment.



Microsoft Surface Pro 10-11 Copilot Flex Keyboard + Slim Pen V2 Bundle

Easily draw and write with the Slim Pen and precisely navigate on the glass trackpad. The Slim Pen can draw, write, shade objects, and erase with precision and virtually no lag. Once done, the pen stores and charges with the keyboard for ease of use. The brand new Copilot key activates the fast-acting AI with the simple push of a button.



NEW Surface USB4 Dock

Connect and charge up to 4 devices with dual-monitor support, ultrafast data transfer speeds, and expanded port options for essential accessories. Say goodbye to interrupted workflows and hello to optimized connections at a moment's notice.

The JBL logo is displayed in white, bold, uppercase letters within a white square on a black background.

4 PRICE POINTS ENDLESS PLAYBACK

The bright JBL sound and punchy bass they know and love is available at 4 price points. Hardcore and casual listeners alike can choose their preferred listening experience without sacrificing sound quality or ever-popular noise-cancelling features. Experience premium JBL sound across a range of product lines at great price points and up to \$130 in margin.



JBL PERFORMANCE ANY WAY ANY DAY

Whether your customers are looking for a less expensive wireless earbud or the cream of the audio crop, JBL's lineup offers solutions for listeners of any level. All 4 products shown offer a minimum 24 hours of play time, ambient noise or noise-cancelling features, sound customization through the JBL app, and Bluetooth® wireless connectivity.



Solve Problems Faster

TI 84 Plus CE Graphing Calculator

The TI 84 Plus CE graphing calculator is a powerhouse in a slim, lightweight package. Students of all ages across the country prefer the TI-84 Plus CE due to its lightning-fast graphing speed, colorful LED display that easily differentiates lines and variables, and the rechargeable battery. Users can edit, cut, and paste former entries to easily recall answers or blow through tedious equations, while the preloaded scientific and trigonometric functions make those difficult math problems easier to deal with.



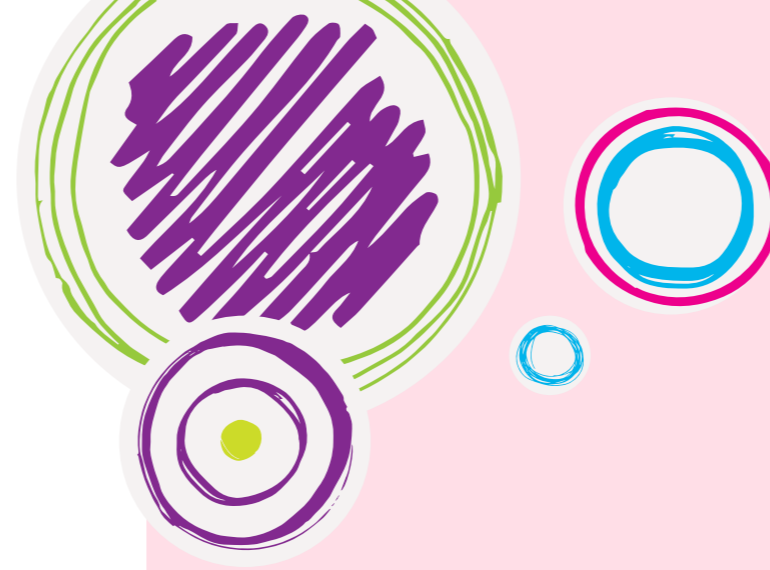


Classic Pens and Mechanical Pencils



Clearpoint Mechanical Pencils

Paper Mate Clearpoint mechanical pencils have the feel of a pen and the look and performance of a pencil. With a convenient side-click advance mechanism on the barrel, students can load lead without losing their grasp. Available in both 0.5mm and 0.7mm lead.



InkJoy Gel Pens

Spread joy (not smears) with Paper Mate InkJoy Gel Pens. With vivid gel ink that dries 3X faster* for reduced smearing, it's like a party on the page where smudges aren't invited. Brilliant color ensures their writing will be bright and filled with fun. Fully wrapped with a comfort grip, Paper Mate InkJoy pens have a smooth style that keeps the joy flowing as fast as their thoughts.



Flair Felt Tip Pens

Boost your writing fun-factor with Paper Mate Flair Felt Tip Pens! With a rainbow of bright colors and smear-resistant ink that won't bleed through the page, these colored pens make writing a blast. The medium point (0.7mm) writes in bold, colorful lines so their self-expression makes a major statement. Comes in our classic colors, scented, dual tip or metallic porous point pens.

SONY[®]

Hear the Difference

Noise-cancelling headphones from Sony

Inspiron Laptops

Student Favorites Since '97



Inspiron 14 5440

Power and productivity combine in the Inspiron 14 5440. Intel® Core™ i7 processors, 1 terabyte of storage, and 6 ports compatible with USB, USB-C, and HDMI keep students powered up to use even the toughest apps and programs easily.

Inspiron 15 3520

The lower-end price point, reliably made components, and practical design keep students coming back to the Inspiron 15 3520. 12th generation Intel® Core™ processors and 15.6 inch display help students tackle their everyday tasks with ease.



Latitude 5550

Discover supercharged computing with a battery to back it up. Manage complex workloads with AI to manage low-latency tasks, media and visual rendering, and a dedicated engine to manage sustained AI operation. 9 ports keep this laptop well connected to conquer any workload.

Latitude 3540

The improved keyboard and upgraded trackpad boost the comfort and feel of this laptop for a better experience overall. Experience enhanced security with fingerprint reader and facial recognition login technology while getting more done with the 13th Gen Intel® Core™ U-series processors.

DELLTechnologies

Modern Design Enhanced with AI



Sustainable, Rechargeable Batteries

Lithium Ion Rechargeable
AA & AAA Batteries

Paleblue batteries are designed to outperform alkaline batteries and can be recharged and reused up to 1,000 times per battery. These fast charging batteries come with a USB-C port on each battery, and the included charging cable can charge 4 Paleblue batteries at once. Recharge and reuse Paleblue batteries to prevent alkaline batteries from clogging up landfills.





COLLEGE STUDENT SPENDING HABITS

Nearly **67% of college students are under 24 years old**, meaning Gen-Z currently comprises the largest share of college students in the nation. Due to this, it's important to understand Gen-Z's spending habits so your college retail store can keep up with their shopping lifestyle.

Gen-Z are highly conscious of their funds and how their money is spent. It's typical for most Gen-Z customers to research a product then compare it with multiple options before making the final purchase. It will benefit your retail store to **have a varied selection of similar products** for Gen-Z shoppers to browse through while they weigh their options.

This group of customers likes to research stores and products online and use social media to make their purchasing decisions. Having a **dedicated website or social media page for your store** will attract Gen-Z customers as they use your digital space to research your store's inventory, discover brands you carry, and find more information about your retail location.

While online shopping plays a big part in Gen-Z's shopping habits, the experience of shopping in-person at a brick-and-mortar store is still highly valuable for this group. More than **three quarters of Gen-Z consumers prefer to purchase clothing and apparel in-person** so they can see the products with their own eyes, try them on before making a decision, and take them home instantly instead of waiting for them to be delivered. This is just one facet of the in-person experience for Gen-Z college students. Enhancing your store with fun merchandise displays is a great tool to draw this group of customers into your store!

Gen-Z shoppers are quite different from their predecessors, and it's crucial to adapt your store to accommodate these differences. Stocking up on a wide selection of options for them to compare, owning a website or social media account for your store, and having clothing and apparel options available in your store will positively affect your sales among Gen-Z consumers.



WALLET-FRIENDLY ANC FRESH ANC

Get quality noise-cancelling headphones without breaking the bank. 4-mic, 40mm drivers, 22 hours of battery life, and digital active noise-cancelling amp these headphones up to stand toe-to-toe with any competitor at a fraction of the price.





A5 Spiral Smart Ruled Notebooks

The perfect companion notebook for Livescribe smart pens with precast recording controls and quick-send controls on every page. The matte black cover and high-quality durable paper withstand ink bleeding through pages. Livescribe notebooks help students take notes like never before.

LivePen Smart Pen

The LivePen instantly connects to smart phones via the Livescribe+ app to digitize hand-written notes and drawings in real time, transcribe handwriting into text, and search for files to let end users find and share notes when needed. The future is now - elevate notetaking with the Livescribe LivePen.



➤ ULTRAHUMAN

The Ultimate Wearable Technology

Ultrahuman Ring AIR

Sleek, stylish, comfortable, and discreet – the Ultrahuman Ring AIR helps users unleash their full potential with comprehensive wellness monitoring. Consumers can track the best time to exercise, when to step outside, monitor screentime, body movements, sleep patterns, calories, heart rhythms, glucose levels, and even menstrual and ovulation cycles with precision. Perfect for casual use and durable enough for any exercise.

logitech®

**Fast, Precise,
Compact**



MX Keys S Combo Keyboard & Mouse

The ultimate tools for precision and productivity in a comfortable package, perfect for a home setup or for classroom labs. Customizable Smart Actions can automate tasks with a single click or keystroke – eliminating tedious actions to keep users focused. Quiet click buttons on the MX Master 3S mouse ensure a calm, annoyance-free workspace with each use. The MX Keys S keyboard also has customizable smart illumination for end users to personalize their keyboard to their liking.





FIVE STAR®
★★★★★
BUILT STRONG TO LAST LONG®

NOTEBOOKS THAT LAST ALL YEAR!*

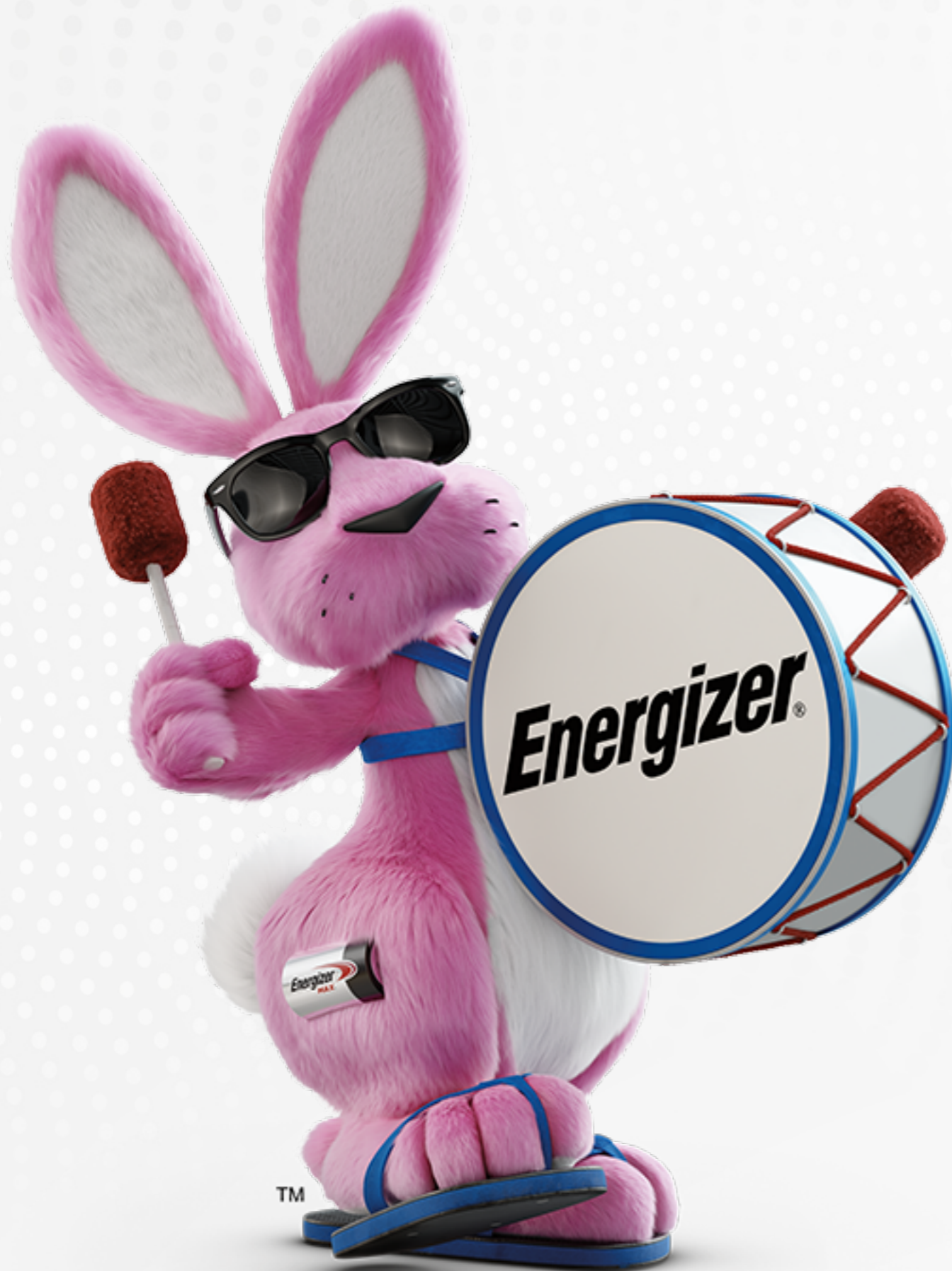
These college-ruled wirebound notebooks from Five Star® come with 100-200 sheets, water resistant front cover to help protect notes, high-quality paper that resists ink bleed-through, SPIRAL LOCK® wire to stop coils from snagging on paper, and perforated pages for easy tearing. End users can comfortably take notes and take them where they need without worrying about the annoying wear and tear that comes with daily campus life.

*Guarantee is valid for one year from purchase or delivery date, whichever is longer. Does not cover misuse. Go to fivestarbuiltstrong.com for details.

Energizer[®]

LONG-LASTING POWER YEAR AFTER YEAR

Energizer is here with their longest lasting batteries to date. Energizer MAX batteries last up to 50% longer than other batteries while in use and hold their power for up to 10 years while in storage, so users can sit comfortably knowing their Energizer batteries will have the power they need, whenever they need it.



TM



GEAR UP & GAME ON!

ESPN-LICENSED SPORTS GEAR

Pro Bristle Dartboard Kit

Turn dorms, patios, and living rooms into dart throwing parties with the Primetime Sports dartboard starter kit complete with everything users need to start playing.

Over-the-Door Basketball Hoop

This classic over-the-door basketball hoop set comes with 2 mini basketballs and an air pump, so users can start balling as soon as they get home. The hype never ends with the built-in score board and scoring sounds. The foldable rim makes for easy storage just about anywhere.

MERCHANDISING TIPS



Follow the Rule of 3

Customers are more likely to stop when they see symmetrical or balanced designs. Place three products side by side, arrange them by height, or make a pyramid of products. Balanced designs draw shoppers' eyes to products and increases the likelihood they'll make a purchase.



Keep Things Changing

Merchandising displays lose effect over time, no matter how well they're set up. Customers are always looking for something new and exciting – try implementing a rotating merchandising setup throughout the year to keep customers engaged with your products.

Planogram Tools Help

Planograms are extremely easy ways to map out and organize merchandising displays. Use these FREE planogram resources from Douglas Stewart to get started on effective merchandising in your store.



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